

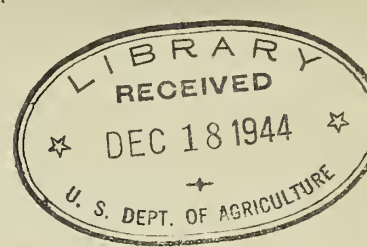
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UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Administration



No. 33

AMA "WAR BOARD" LETTER, Wash., D.C., Sept 12, 1942

FIELD PURCHASE OPERATIONS: Continuing to operate in truck crops on Farmers' Markets in Connecticut and at Bustleton, Pennsylvania. Buying apples (dessert varieties) in Virginia, West Virginia, Maryland, Pennsylvania, and New Jersey. Purchases through September 11 totaled 123 cars. All U.S. No. 1's -- 2 $\frac{1}{4}$  inches or better. Paid \$1.25 per bushel. Will be used for School Lunch program. Buying potatoes on Long Island. Took 10 cars through September 9 at \$1.35 per cwt. for cobbles and \$1.45 per cwt. for Chippewas, Katahdins, and Green Mountains. Purchases light because market has been fairly good. Standing ready to buy in New Jersey if necessary, but so far market there has been pretty strong. Cabbage purchase program in New York and North Carolina scheduled to start today. Price not yet agreed upon. Contemplating deal with kraut processors in New York to pack some of cabbage that will be purchased for School Lunch program. Also contemplated is purchase of cauliflower in Colorado, starting September 14. Purchases would be made at 75¢ per crate of 11 to 12 heads. Bought fresh prunes in Washington (10 cars) and Oregon (15 cars) during past week at 93¢ per 1/2 bushel basket. Also have purchased 1,849 crates, 75 lb. each, of fresh pineapples in Puerto Rico. All U.S. No. 2's. To be used on island.

PROTEIN FOODS: A program has been formulated to be carried out by the Committee on Soya and Peanut Proteins, recently set up by AMA Administrator Hendrickson (See AMA WB Letter No. 31). \$25,000 has been provided by AMA to Bureau of Home Economics for research on such foods. Initial emphasis will be put on developing such products as cereal mixtures, meat products, bread, and soup. The AMA committee or its representatives will work with Food & Drug Administration, Bureau of Animal Industry to establish tentative specifications, standards and suitable names for the products developed and foods in which they are used. An industry committee will be appointed by Mr. Hendrickson later, with representatives from soya, peanut, cereal products, baking and meat products industries and wholesale and retail distributors, to cooperate with AMA group in working out program. As soon as satisfactory soya and protein foods are available they will be tested for acceptability on school lunch and food stamp programs. Concurrently with BHE research and use on school lunch and food stamp programs the committee will endeavor to develop a large scale national program for retail sale of these protein products. In order to assure success of campaign there will be a thoroughly planned educational and promotional program to go into effect simultaneously with introduction of proven protein products. In setting up the committee, Administrator Hendrickson said:

"I feel that a program to encourage greater production and consumption of soya and peanut proteins is extremely important as part of Agriculture's war program. With domestic supplies of meats becoming short and with the possibility of producing large quantities of excellent proteins from soybeans and peanuts, I urge you to put all possible speed behind this work and to report progress frequently to me."



RATIONING OF FARM SUPPLIES: With a fertilizer rationing program close at hand and rationing of farm machinery to follow soon, AMA representatives on State WB's will have increasing responsibility. In State WB consideration of applications for rationed supplies, AMA representatives should be prepared to furnish information as to what production is needed most in connection with L-L purchases and home distribution programs. It is especially important that increases in production be concentrated in those areas where there are processing, shipping or other outlets such as local sale to army camps or war projects. Rationed supplies never should be requested for areas lacking facilities and outlets. To furnish this information AMA WB representatives should consult with Extension Service, Divisions of Markets in States, Co-op organizations, etc. AMA regional officers should see that this work is coordinated.

RICE PURCHASE PROGRAM will be announced by AMA within next few days. Purchases will be made of milled rice for Lend-Lease, territorial emergency, school lunch, direct distribution or other purposes. Offers of sale will be received by AMA before 11 a.m. EWT on 10th, 20th and 30th of each month for acceptance on second business day following. If offer date falls on Sunday or holiday, offers will be accepted on following business day. Offers by letter or telegram must state quantity offered for delivery during stated semi-monthly periods up to 4 months following acceptance date and price per cwt for each class and and grade offered f.o.b. shipping points, the original carrier and type of sacks. Rice offered must meet requirements of U.S. Grades No. 1 thru 5 and one of the classes I to IX inclusive. All deliveries must be inspected under AMA supervision at expense of seller and must be packed in double cotton, lined burlap or lined osnaburg bags of 100 lbs. each. Shipments must be made from point of origin to destination at direction of AMA. Record rice crop of 72,000,000 bu. is expected this year.

SUMMER FEEDING PROGRAM: 600,000 children were fed through the AMA summer feeding program in boys' and girls' camps, nurseries, playground projects and related activities during the months of July and August, this year. This was a 33 and 1/3 per cent increase over last summer when 400,000 children were fed during the same months. Distributed to summer feeding projects this year were 4,000,000 pounds of such foods as butter, eggs, cheese, dry skim and evaporated milk, grapefruit juice, peanut butter, wheat cereals, flour, canned tomatoes and soup mixtures.

APPLE STORAGE situation is expected to present problem this fall and winter.

BACKGROUND: Total commercial production of apples for 1942 was estimated on August 1 at 122,215,000 bushels, an increase over last year. Despite heavy demand for apples in processed form for military and Lend-Lease, abundant supplies will be available for home consumption. Early apples will be a Victory Food Special from Sept. 17 thru 26 and late apples will be featured on VFS again in late October. Storage experts of AMA expect that a lot of apples will have to be stored and warn that cold storage houses in large cities, particularly those in port cities on east coast will not be able to handle expected load. For this reason they recommend that where possible apples be held in storage houses close to point of production and fed into the larger city and port markets as need arises.